

ABSTRACT OF THE DISCLOSURE

An object of this invention is to increase the transfer rate of image data from a host computer to a printing apparatus. To achieve this object, a printing apparatus which divides the printing area in the printhead scanning direction into a plurality of regions and prints in each divided region in order to print by scanning the printhead on the printing medium includes a conversion circuit which rearranges image data that is transmitted from the host computer and arranged in a direction perpendicular to the data arrangement of the printhead, into image data in the same horizontal direction as the data arrangement direction of the printhead.